

## Course Outline

### **MK495: SPECIAL TOPICS IN MARKETING 2**

**Semester 2/2021 (January 10<sup>th</sup> – May 7<sup>th</sup>, 2022)**

**Number of Credit: 3**

#### **Prerequisite:**

Forth-year student minor in marketing or approved by the instructor. Pre-requisite subjects are not required. Students are recommended to have some previous trainings in MK201, and EE325 or responsible to catch up with the content in the class. Computational coding will be taught in class.

#### **Course Description:**

Philosophy, concepts, principles, tools, innovations, recent trends, and recent developments in Marketing that benefit students' thinking and future careers.

#### **Course Objectives:**

In this course, we will learn how machine learning techniques can be employed to solve marketing problems. Students will learn R/python programming language before using it to make marketing decisions. Text analyses will also be covered in this class.

**Tentative Class Schedule:**

<b>Session/Date &amp; Time</b>	<b>Topics</b>
#1	Text Analytics for Marketers: An Overview
#2	Mathematics Reviews
#3	Introduction to Python Programming
#4	Introduction to Python Programming
#5	Regression Analysis
#6	Components of Texts
#7	Text Representation
#8	Term Project Proposal
#9	Dimensionality Reduction
#10	Text Visualization
#11	Clustering
#12	Language Models
#13	Sentiment Analysis
#14	Topics Model
#15	Term Project Presentation